NEW!

Audience Analysis

COMM 3880
Fall 2023
10:30 am - 11:45 am TR

WELCOME

Audience Analysis will teach students to identify trends and patterns in media audiences and to translate that data into stories to help companies make better decisions. Students will focus on consumer behavior, data analysis and audience research. COMM 3150 is recommended as a pre-requisite but can be waived.

For questions please contact: Dr. Li Chen • lichen1@weber.edu

In traditional media, ratings analysis supports decisions about retaining or canceling new programming and determines which content will be made. Audience analysis is the heart of effective media planning and provides crucial information for successful social media campaigns based on geography, demographics, loyalty and other unique factors.